

South Bay Chapter – Ocean Friendly Gardens 2012 Strategic Plan

Goals	Organizational Constraints	Constraint Allies	Targets	Tactics	Timeline
<u>Short Term</u> <ul style="list-style-type: none"> Recruit members and organize active OFG sub-committee Support all West Basin grant funded events <ul style="list-style-type: none"> Table and provide outreach for OFG Basics Classes (5) Outreach for HOWs (4-6) Outreach for HOW follow-up requirement (site evaluations) Support West High School's OFG in progress OFG orientation for new EC members 	<ul style="list-style-type: none"> Need consistent volunteers for sub-committee for short-term and expanded plan 	<ul style="list-style-type: none"> Manhattan Beach Botanical Garden Native Plant Society – South Coast Chapter Landscape professionals (G3 trained preferred) West LA/Malibu OFG sub-committee Local Nurseries City of Redondo Beach – Green Team Members City of Manhattan Beach – Environmental Programs Hermosa Beach – Community Development Department 	<u>Primary</u> <ul style="list-style-type: none"> Landscape professionals Homeowners Cities – users/maintainers of public spaces Commercial spaces w/ gardens <u>Secondary</u> <u>Promotion of Activities</u> <ul style="list-style-type: none"> Chapter website Email blasts Facebook City calendars Nurseries Volunteer websites 		<ol style="list-style-type: none"> Active Subcommittee: 3/2012 EC orientation: 5/2012 Lawn patrols – 1) 2Q 2012, 2) 4Q 2012 Website update: 3/2012 Local resources/rebates: 6/2012
<u>Mid Term</u> <ul style="list-style-type: none"> Lawn Patrols (2) Update SB Chapter Website Identify & create network w/ local partners Compile list of local resources, and rebates 					
<u>Long Term</u> <ul style="list-style-type: none"> Create gardens Connect educational programs (e.g. T&T & OFG) 					